

Job Description

Job Title: Digital Marketing Executive

Department: Marketing

Department Manager: Senior Marketing Manager

SECTION 1: MAIN DUTIES

The marketing department is tasked with effectively promoting the company and its products, and targeting the correct and appropriate audience in their campaigns. With the aim of supporting the sales team through the regular generation of marketing qualified leads.

The marketing executive will work closely with the Senior Marketing Manager to co-ordinate the tactical execution of the marketing strategy. This is a broad marketing role with an emphasis on graphic design, video, website and digital work.

The role has plenty of scope to develop into a broad marketing experience with copywriting, campaign planning, event management and PR activities all part of the department's function.

SECTION 2: JOB RESPONSIBILITIES

Ensure our brand and proposition is positioned consistently across all of our client facing platforms.

Graphic design (Adobe CC) support for website, social, infographic, and staff images.

Company literature layout and designs.

Video creation to help highlight the companies products and target marketplaces.

Website CMS management - managing the website pages, content and SEO.

Google Ads - creating new campaigns and monitoring ongoing advert results.

Support on reporting the ROI.

Event stand design.

Support our sales team and global Dealer network with ad hoc marketing requests.

Admin support on budgets and reporting.

SECTION 3: REQUIRED SKILLS

Mandatory

Desired

Graphic Design capabilities using Adobe Creative suite



Video creation capabilities



Google Ads experience - building and maintaining advertising campaigns



Website CMS editing



Knowledge of social media platforms and use to generate sales leads



Proofing reading



Solid copywriting and editing skills



3D Design software knowledge - Blender/CAD



SECTION 4: REQUIRED EDUCATION & TRAINING

Mandatory

Desired

Graphic Design qualification or certification



Digital marketing qualification or certification



SECTION 5: SOFT SKILLS

Mandatory

Desired

Project management / priority setting



Good attention to detail



SECTION 6: JOB BENEFITS

20 days annual leave, plus one extra day per every year worked up to 28 days

Additional day off for Birthday

Extended Pension Scheme

Company Incentive (When Applicable)

Hybrid working

SECTION 7: ADDITIONAL NOTES

Apply with your CV to: andew.rhodes@alpha-cure.co

Closing Date:

30-Nov-2022